

Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Original) A customer registration method comprising:
 - a step to receive customer information inclusive of information about a customer that purchases merchandise and information about merchandise that the customer purchases sent from the customer;
 - a step to store the received customer information onto a storage device and to perform the customer registration as a purchaser of merchandise; and
 - a step to transmit information advising to perform a membership registration different from the customer registration to the customer, after completing a customer registration.
2. (Original) The customer registration method set forth in claim 1, wherein the membership registration is a registration that is performed separately from the customer registration in order for the registered customer to receive a web service.
3. (Original) The customer registration method set forth in claim 1, wherein the customer information includes information about whether a customer is a corporate or an individual and only when the customer is an individual, information advising the membership registration is transmitted.
4. (Original) The customer registration method set forth in claim 1, wherein, of the registered customers, information advising of the membership registration is transmitted to a customer that has not performed a membership registration yet.
5. (Original) A customer registration method comprising:
 - a step to receive customer information inclusive of information about a customer that purchases merchandise and information about merchandise that the customer purchases sent from the customer;
 - a step to store the received customer information onto a storage device and performs a customer registration as a purchaser of merchandise;
 - a step to register customer authentication information to authenticate a registered customer when performing the customer registration;

a step to perform a membership registration different from the customer registration;
and

a step to register membership authentication information to authenticate a registered membership, wherein the customer authentication information agrees with a part or all of the membership information when performing the membership registration.

6. (Original) The customer registration method set forth in claim 5, further comprising:

a step to detect whether or not either of the customer registration or the membership registration has been already performed when registering authentication information of either of the customer registration or the membership registration; and

a step to register a part or all of another of registered authentication information as authentication information when either was performed.

7. (Original) A customer registration method comprising:

a step to receive customer information inclusive of information about a customer that purchases merchandise and information about merchandise that the customer purchases sent from the customer;

a step to store the received customer information onto a storage device;

a step to perform a customer registration as a purchaser of merchandise;

a step to receive membership information for a membership registration different from the received customer information;

a step to store the received membership information onto a storage device and performs a membership registration different from the registered customer registration; and

a step to update registered information of either of the registrations with new information with regard to information in common with the customer information and the membership information when either of the customer registration or the membership registration has been already performed and the rest is performed.

8. (Original) A customer registration method comprising:

a step to receive customer information inclusive of information about a customer that purchases merchandise and information about merchandise that the customer purchases sent from the customer;

a step to store the received customer information onto a storage device;

a step to perform a customer registration as a purchaser of merchandise;

a step to receive membership information for a membership registration different from the received customer information;

a step to store the received membership information onto a storage device;

a step to perform a membership registration different from the registered customer registration; and

a step to provide to a registration performer information about a registered item out of common items in customer information and membership information when either of the customer registration or the membership registration has been already performed and the rest is performed.

9. (Currently Amended) The customer registration method set forth in ~~any of claim 7 or 8,~~ claim 7, wherein, the rest is performed, in a case where common information is blank data with regard to either of the registrations, common information is not updated at the time of the registration of the rest when either of the customer registration or the membership registration has been already performed.

10. (Currently Amended) The customer registration method set forth in ~~any of claim 7 or 8,~~ claim 7, wherein the customer registration and the membership registration is managed in a unified way.

11. (Currently Amended) The customer registration method set forth in ~~any of claim 7 or 8,~~ claim 7, wherein the membership registration is to register a membership for receiving a web service.

12. (Original) A membership registration method comprising:

a step to cause authentication information of a first membership to be entered when performing a membership registration to earn a second membership with no relationship to the first membership in hierarchical order; and

a step to manage registration information about the first membership and the second membership in a unified way.

13. (Original) A membership registration method comprising:

a step to receive authentication information to authenticate a second membership from a membership registration performer when performing a first membership registration as a first member;

a step to gain a second membership registration information as a second member corresponding to the received authentication information;

a step to provide to the membership registration performer a part or all of the gained second membership registration information with information about an item to be entered for a first membership registration; and

a step to store received information from the membership registration performer as a first membership registration information.

14. (Original) The membership registration method set forth in claim 13, wherein the authentication information includes an authentication ID and a password and an authentication ID of a first membership is caused to be different from that of a second membership and a password of a first membership is caused to be identical with that of a second membership.

15. (Currently Amended) The customer registration or membership registration method set forth in ~~any of claims 1-14,~~ claim 1, wherein the customer registration or the membership registration is a web customer registration or membership registration.

16. (Original) A customer registration method comprising:

a step to receive customer information inclusive of information about a customer that purchases merchandise and information about merchandise that the customer purchases sent from the customer;

a step to store the received customer information onto a storage device and to perform a customer registration as a purchaser of merchandise;

a step to read out information about a questionnaire corresponding to information about the merchandise included in the customer information,

a step to transmit information about the questionnaire to the customer; and

a step to store information indicative of an answer of a questionnaire sent from the customer.

17 (Original) The customer registration method set forth in claim 16, wherein an area storing the customer information is set per a plurality of kinds of merchandise and the customer registration is performed per each of merchandise and duplicate information among questionnaire information corresponding to each of merchandise is integrated and integrated information is transmitted to the customer.

18. (Original) The customer registration method set forth in claim 16, wherein questionnaire information is corresponded to merchandise per each questionnaire item.

19. (Original) A customer registration method comprising:

a step to record registration information sent from the customer inclusive of at least information about a customer that purchases merchandise and information about merchandise that the customer purchases;

a step to read out questionnaire information prerecorded corresponding to information about the merchandise included in the registration information;

a step to integrate duplicate information into one information out of information of the read-out questionnaire;

a step to transmit to the customer information about the post-read-out and integrated questionnaire; and

a step to record information indicative of an answer of a questionnaire sent from the customer.

20. (Original) A customer registration method comprising:

a step to record registration information sent from the customer inclusive of at least information about a customer that purchases merchandise and information about merchandise that the customer purchases;

a step to read out prize information prerecorded corresponding to information about the merchandise included in registration information;

a step to transmit read-out prize information to the customer;

a step to transmit detailed information about a prize to the customer in response to information indicative of a prize selection sent from the customer; and

a step to determine a prize against the customer in response to information indicative of a decision of a prize sent from the customer.

21. (Original) The customer registration method set forth in claim 20, wherein one registration enables information of a plurality of merchandise to be transmitted.

22. (Original) The customer registration method set forth in claim 21, wherein the prize is varied according to a number of merchandise to be registered.

23. (Original) The customer registration method set forth in claim 20, wherein the prize includes a web service.

24. (Original) The customer registration method set forth in claim 20, wherein merchandise to be registered is selected through a pull-down menu.

25. (Original) A customer registration method comprising:

a step to record registration information sent from the customer inclusive of at least information about a customer that purchases merchandise at an online shop and information about merchandise that the customer purchases; and
a step to take a measure to extend a warranty period of purchased merchandise against the customer, when completing a record of the registration information.